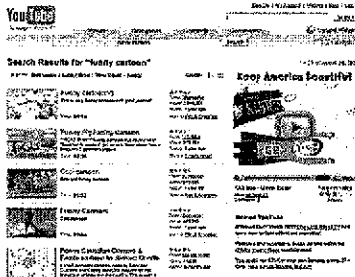# YouTube Video Ads

Drive engagement and awareness with high-profile placements on YouTube's Search Results pages and Homepage.

Benefits

* High-profile and contextually-relevant placements drive attention to content, trailers, or advertising
* Generate a dialogue with the YouTube community through community features
* Prominent placement above the fold delivers big impact
* Enhance viral potential of content by driving high view counts and pushing videos to Most-Viewed pages
* Homepage placement provides high share of voice on YouTube's single most trafficked page
* Search and Category pages present content related to user interests at the moment of relevance, creating an attractive, contextually-relevant placement
* Target placements on Search pages by selecting from among YouTube's hundreds of content categories, triggered by relevant user keyword queries

Features

* User-initiated click-to-play video
* Custom Title Card image encourages user engagement and clicks to play video
* Community features engage users around your brand messages in the same way users interact with content on the YouTube platform
* Community metrics track success and drive increased views by signaling relevance and interest for other users
* Custom Click-through URL drives users to additional brand content
* 300x35 Companion Banner and Call-to-action Image above video increase impact and drive users to a brand page

YouTube Stats (US)
(Nielsen//NetRatings Dec 2007)

* #1 entertainment site on the Internet
* #6 largest audience on the Internet
* 68 million unique monthly visitors
* Users spend 3.3 billion minutes on the site each month
* Active reach: 41.5%; universe reach: 31.7%

Did You Know?

The YouTube Video Ad can be targeted by age, gender, geography, and time of day.